

Melissa Cochrane

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A bi-lingual (English-Spanish) Senior Motion Graphic Designer accustomed to working in a multi-platform design environment, producing innovative and eye-catching video, animated and static broadcast and digital content for UK and international audiences. A passionate storyteller with a proven ability to simplify diverse and complex information, and transform it into engaging and easily understood visuals. An agile and versatile Adobe Creative Cloud designer able to work on multiple projects and deliver finished results to tight deadlines. Bringing a wealth of experience, having worked for TV Channels, UK Government agencies and departments, production companies and blue chip companies. An accomplished interpreter and communicator, who enjoys all of the design process from ideation and concept development through to execution and delivery.

Core Skills

Motion graphic design, including design of templates for multi-lingual multi-format programmes and captioning, sub-titles, animation, editing, art department (props and sets), direction of motion control, studio film & photographic shoots, operation of simple Rostrum cameras, creation of moodboards, storyboarding, presentation design, graphic design for print and digital (web & social media), photo-retouching & image curation.

Familiarity of animation and video production pipelines, video formats, codecs, exporting and editing.

Management, mentoring and training of junior designers on projects.

Collaboration with designers, copywriters, directors, producers, journalists and marketing teams.

Commissioning of freelance editors, composers, camera operators, 3-D designers, script writers and actors.

Software

Excellent competency in:

Adobe CC: After Effects, Premiere-Pro, Photoshop, Illustrator, InDesign & Acrobat
Microsoft Office: Word, Excel, Outlook & Powerpoint
iWork: Pages, Numbers, Apple Mail & Keynote

Proficiency in:

Figma

DaVinci Resolve

Adobe CC: Animate, Character Animator and AE Plug-ins Duik and Rubberhose

Apple: Final Cut-Pro, Motion and Quicktime 7

Languages

Spanish: fluent written and conversational

French: basic conversational

Education and Awards

1992 The Scottish Art Directors Student Design Award
Joint overall winner and winner of TV Design Category, Glasgow (Scotland)

1989 - 1992 2:1 B.A. (Hons.) Graphic Design (Illustration & Animation)
Glasgow School of Art, Glasgow (SCOTLAND)

Some of the clients I have worked for:



Freelance Assignments and Contracts 2009-2024

Multidisciplinary Graphic Designer - Broadcast & Digital (UK)

Providing creative design solutions for a wide range of clients, working to tight deadlines and satisfying varying budgets. Projects ranging from full-length videos and animations, titles and stings, to art direction, storyboarding, concept design, illustration, motion graphic design, brand identity and design for print and digital (incl. Social Media).

TUI Group, GLD, UKHSA, Bread & Honey Design, rfa Advertising, ICMT, TakeOne TV, YOO, Arcuro, Bladonmore, Princess Productions, BBC Worldwide, BBC News, Sky Creative, MyKindaCrowd*, Manchester United Ltd, Lambie Nairn, The Umbrella Organisation, Funktion Design, The Troubadours, Benchmark Media, InVision Communications and Joseph McCarthy Mirrors.

** now called MyKindaFuture*

Extended Freelance Contracts

May - September 2023

Photo Editor, TUI Group - First Choice

Working within the First Choice Creative Content Team curating photography for the First Choice rebrand (Website, Social Media & App) following the new brand guidelines. Using Figma to share moodboards and image selections. I was asked to research alternative stock image libraries and provide costings and recommendations. I also guided less experienced colleagues on how to select, crop and retouch photography all of which was then uploaded to the TUI Content management system.

July 2022 - January 2023

Graphic Designer & Illustrator - TUI Group - TUI Blue Hotels

Producing room plans in the TUI Blue illustration style for an extensive range of TUI Blue Hotels.

April 2021 - May 2022

Senior Digital Motion Graphic Designer - UKHSA (NHS Test and Trace)

Creating video, animated and static creative content, and providing voice-over for the UKHSA producing NHS Test and Trace marketing messaging and explainers, as well as the design of video brand guidelines. A diverse remit, working within a pop-up design team set up during the pandemic.

Sep - Oct 2008

Spanish Interpreter & Trouble Shooter - Green Dragon Racing Team, Alicante (SPAIN)

**June 2008 returned to live in UK*

For the start of the Volvo Ocean Race 2008-9, provided essential support at venue sponsor hospitality events, media relations, operations logistics co-ordination and translation.

May 2004 - May 2008

Senior Broadcast Motion Designer - Antena 3 Televisión, Madrid (SPAIN)

Led on major design projects from concept to delivery. Storyboarding, pitching, promos, titles, animated infographics, captions and other on-screen graphic design for news, factual and light entertainment programmes.

2002* - 2007

Freelance Broadcast Motion Graphic Designer, Madrid (SPAIN)

**August 2001 relocated to Spain*

Channel & programme branding; motion graphics for tv programmes, advertising campaigns & promos, storyboarding, graphic design and illustration.

AXN & Sony Entertainment TV, Canal Disney, Ostra Delta (TV Branding Agency), Canal Plus (TV Channel), Dalton's Digital Brothers (Post-Production) and Xanacuk (café-restaurant).

1998 - 2001

Broadcast Graphic Designer - Sky News, Osterley (UK)

Design for Sky News Digital Channel launch, the later channel rebrand and Sky News factual programmes (producing title sequences and content graphics incl. art direction of studio film shoots), delivering live on-air graphic design for 24 hour rolling news packages and day-to-day motion graphics for Sky News and Sky News Interactive.

Additional Information

Nationality: British

Clean UK Driving Licence

Non-Smoker

Other Interests

I love to travel and am a keen amateur sailor, recently attaining my RYA Coastal Skipper & Diesel Engine Maintenance qualifications. I enjoy playing tennis, mountain-biking and running. Passionate about the Arts & Design, the Cinema and all things Spanish. I am open to new challenges and recently took on some work recording voice-over and as a supporting artiste in film & tv.